



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**  
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### **BROOKS ANNOUNCES APPLICATIONS BEING ACCEPTED FOR THE ENTREPRENEURS NETWORK**

Monroe County Executive Maggie Brooks today announced that applications are being accepted for the second class of The Entrepreneurs Network (TEN). Brooks was joined by members of the inaugural TEN class who began the program in May. The second class will begin the program in November. The news conference was held at Sydor Instruments, one of the companies benefiting from the program.

The application deadline is October 13, 2006. Up to 20 participants will be selected for the program. Application forms can be completed online at the TEN website, [www.ten-ny.com](http://www.ten-ny.com). Click on the Membership link.

*"The Entrepreneurs Network is all about creating jobs and strengthening our local and regional economy," said Monroe County Executive **Maggie Brooks**. "Our ability to compete in today's global business environment depends largely on our ability to develop and sustain a vibrant entrepreneurial economy that supports start-up companies and nurtures innovation. TEN is an important step forward in that effort. We've received very positive feedback from our inaugural class and I am very pleased with the program's success."*

*"The future of Rochester's knowledge economy depends on creating new businesses from our intellectual capital," said **Michael Pavia**, TEN member and President of Sydor Instruments. "Jack Derby, George Simmons, and John Hession are excellent presenters. They bring an unparalleled perspective to the game because they've been there and done it. I'd highly recommend this program to entrepreneurs who want to know how it's done."*

*"I haven't found a program that provides this type of knowledge and insight anywhere," said TEN member **John Neugebauer**, CEO of University of Rochester spin-off Koning Corporation. "As a high-tech start-up business pursuing early customers and our first institutional round of capital, the material presented is exactly what our business needs to get to the next level. My business now has a whole new set of national resources at its disposal."*

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## **The Entrepreneurs Network**

Page 2

*“The TEN program provides significant value to the entrepreneur. The program is truly unique and really hits on the key issues that face start-up companies. I have recommended the TEN program to other early stage companies in the Rochester area,”* said **Lawrence J. Herb**, TEN member and Chief Operating Officer of Clinical Insight Systems, Inc.

TEN's inaugural class of 18 entrepreneurs come from throughout Upstate New York. They represent a variety of high-tech industries including biotech, energy, software, Internet, telecom, photonics, and medical device imaging. In addition, they average 5.3 years in business, with 9.2 employees, and projected revenues of nearly \$2 million.

Brooks announced in January 2006, as part of her State of the County address, the formation of TEN. TEN is a six-month program designed to optimize exposure to, and interaction with, leading local and national entrepreneurial experts. Its mission is to promote job growth and business development by providing entrepreneurs with hands-on education and training, as well as access to the resources needed to build successful new ventures.

TEN includes both Boot Camps and Workshops for TEN members, as well as Panel Events that are open to the public. Topics covered by TEN include securing venture capital, forming strategic alliances, defining market strategies and other practical information.

TEN is specifically designed for entrepreneurs who have already launched their business and are looking to dramatically improve the odds of growing revenues, improving fundraising success, developing an integrated and supported business plan, creating a dynamic management team, and understanding and capitalizing on unique customer and market opportunities.

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